



[WWW.AZCLIMATECHANGE.US](http://WWW.AZCLIMATECHANGE.US)

## **CROSS CUTTING ISSUES TECHNICAL WORKING GROUP EDUCATION OPTIONS MATRIX**

MAY 4, 2006

### **GOALS OF PUBLIC EDUCATION & OUTREACH:**

1. OVERARCHING GOAL: PROMOTE AWARENESS ABOUT THE IMPACTS OF CLIMATE CHANGE, SOLUTIONS, AND CO-BENEFITS OF ACTION.
2. EDUCATION PROVIDES A FOUNDATION ESSENTIAL FOR ALL CLIMATE ACTION.
3. OTHERS?

### **GENERAL APPROACH:**

1. “WALK THE TALK” IN TERMS OF THE STATE’S OWN OUTREACH ACTIVITIES, AND OUTREACH TO THE FOUR KEY AUDIENCES BELOW:
  - A. POLICY MAKERS (LEGISLATORS, EXECUTIVE, AGENCIES, REGULATORS, ETC.)
  - B. COMMUNITY LEADERS AND ORGANIZATIONS
  - C. YOUNGER GENERATIONS
  - D. THE GENERAL PUBLIC

	MEASURES & STRATEGIES	TASKS & EXAMPLES	NOTES & ELABORATIONS
1.	<b>STATE GOVERNMENT ACTIONS</b> THE STATE SHOULD LEAD BY EXAMPLE ( I.E., WALK THE TALK) REGARDING EDUCATION AND OUTREACH.		
1.1	ENGAGE HIGHER EDUCATION INSTRUCTORS IN CONDUCTING ONGOING RESEARCH AND COMMUNICATION WITH STUDENTS.	<ul style="list-style-type: none"> <li>FIRST TASK: IDENTIFY ALREADY EXISTING RESOURCES &amp; PROGRAMS.</li> <li>IDENTIFY ADDITIONAL NEEDS AND POTENTIAL FUNDING SOURCES.</li> </ul>	<ul style="list-style-type: none"> <li>A “TWO-WAY STREET”: EDUCATION OFFICIALS BRING RESEARCH &amp; INFO TO THE BODY, ACT AS OUTREACH ARM FOR REACHING STUDENTS AND OTHERS.</li> </ul>
1.2	EDUCATE STATE EMPLOYEES ON AN ON-GOING BASIS ABOUT CLIMATE CHANGE AND PRACTICES TO REDUCE GHG EMISSIONS.	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
2.	<b>TARGET AUDIENCE: POLICYMAKERS (LEGISLATORS, REGULATORS, EXECUTIVE BRANCH, AGENCIES)</b> IMPLEMENTATION OF CLIMATE ACTIONS HINGES ON POLICYMAKERS’ APPROVAL.		
2.1	EDUCATE POLICY MAKERS ON CLIMATE CHANGE & CCAG RECOMMENDATIONS TO PROMOTE ACCEPTANCE AND IMPLEMENTATION.	<ul style="list-style-type: none"> <li>CONDUCT REGULAR LEGISLATIVE BRIEFINGS.</li> <li>IDENTIFY &amp; OFFER AGENCY-SPECIFIC INFO ON CLIMATE ISSUES &amp; OPPORTUNITIES.</li> </ul>	<ul style="list-style-type: none"> <li>USE INPUT DERIVED FROM POLICY MAKER INTERACTIONS TO DEVELOP NEW MITIGATION MEASURES GOING FORWARD.</li> </ul>
2.2	PROVIDE CONTINUING OUTREACH & ASSISTANCE TO GOVERNOR’S OFFICE, LEGISLATURE, AND IMPLEMENTING AGENCIES ON A REGULAR BASIS.	<ul style="list-style-type: none"> <li>EDUCATE PRESS LIAISONS FROM AGENCIES, ETC.</li> <li>PROVIDE REGULAR PRESS RELEASES OR UPDATES ON REDUCTIONS, EVENTS, ETC.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

	MEASURES & STRATEGIES	TASKS & EXAMPLES	NOTES & ELABORATIONS
3.	<b>TARGET AUDIENCE: YOUNGER GENERATIONS</b> <b>INTEGRATE CLIMATE CHANGE INTO EDUCATIONAL CURRICULA, POST-SECONDARY DEGREE PROGRAMS, AND PROFESSIONAL LICENSING.</b>		
3.1	INTEGRATE “BEST PRACTICES” INTO PUBLIC SCHOOL DESIGN & CONSTRUCTION TO EDUCATE STUDENTS (AND PARENT’S) FIRST-HAND IN THEIR COMMUNITIES & COLLEGES (I.E., WALK THE TALK).	<ul style="list-style-type: none"> <li>• INVESTIGATE WHETHER AZ COULD PROVIDE BONDING FOR SCHOOL DISTRICTS TO FUND ENERGY EFFICIENT CONSTRUCTION.</li> <li>• INCLUDE IN-BUILDING SIGNAGE &amp; DISPLAYS TO EXPLICITLY POINT OUT EFFICIENCY ASPECTS BUILT IN TO PUBLIC BUILDINGS.</li> </ul>	•
3.2	PROMOTE RESEARCH INTO CLIMATE CHANGE AND SOLUTIONS AT STATE UNIVERSITIES.	•	•
3.3	INTEGRATE CLIMATE CHANGE INTO EXISTING AND/OR NEW EDUCATIONAL COMPETITION PROGRAMS (E.G., ENVIROTHON, SCIENCE FAIRS, ETC.)	•	•
3.4	WORK WITH SCIENCE CENTERS, ZOOS, AND MUSEUMS TO INCLUDE A CLIMATE SCIENCE FOCUS APPROPRIATE TO THEIR CORE MISSION	<ul style="list-style-type: none"> <li>• A KEY AREA FOR AN OUTREACH COORDINATOR TO FOCUS ON</li> </ul>	<ul style="list-style-type: none"> <li>• EXAMPLES EXIST IN OTHER REGIONS (E.G., CLEAN AIR-COOL PLANET SCIENCE CENTER INITIATIVE)</li> <li>• COULD PROVIDE SPEAKING OPPORTUNITIES FOR TEACHERS; HAVE COLLEGE PROFESSORS HOST FORUMS FOR HIGH SCHOOL STUDENTS ON WEEKEND, ETC.</li> </ul>
3.5	INTRODUCE CORE COMPETENCIES ON CLIMATE CHANGE INTO PROFESSIONAL LICENSING PROGRAMS (E.G., ENERGY EFFICIENCY IN BUILDING DESIGN AND CONSTRUCTION, USE OF RECYCLED MATERIALS, ETC.)	•	•

	MEASURES & STRATEGIES	TASKS & EXAMPLES	NOTES & ELABORATIONS
4.	<b>TARGET AUDIENCE: COMMUNITY LEADERS &amp; COMMUNITY-BASED ORGANIZATIONS</b> <b>(BUSINESSES, INSTITUTIONS, MUNICIPALITIES, SERVICE CLUBS, SOCIAL &amp; AFFINITY GROUPS, NGOs, ETC.)</b> <b>RECOGNIZE LEADERSHIP; SHARE SUCCESS STORIES &amp; ROLE MODELS; EXPAND INVOLVEMENT AND PARTICIPATION; WITHIN SOCIETY.</b>		
4.1	IDENTIFY INDIVIDUAL COMMUNITY LEADERS WHO ARE ACTING EFFECTIVELY ON CLIMATE CHANGE; SHOWCASE AND SHARE THEIR SUCCESSES.	<ul style="list-style-type: none"> <li>• ENLIST/ENCOURAGE THEM TO BE A DE FACTO “SPEAKERS’ BUREAU.”</li> <li>• HOST DISCUSSION FORUMS FEATURING THEM.</li> </ul>	<ul style="list-style-type: none"> <li>• INCLUDE ALL WALKS OF WORK &amp; LIFE (RETAIL, SERVICES, MANUFACTURING, HEALTHCARE, AUTO, FACILITIES, ETC.)</li> <li>• PUT EXAMPLES, GUIDANCE, LINKS, CONTACTS, ETC. UP ON THE WEB CLEARINGHOUSE.</li> </ul>
4.2	IDENTIFY INDIVIDUAL COMMUNITY LEADERS WHO HAVE NOT YET ACTED ON CLIMATE CHANGE AND MAKE A SPECIAL EFFORT TO EDUCATE THEM.	•	•
4.3	ENGAGE ASSOCIATIONS AND PARTICIPATE IN THEIR MEETINGS PERIODICALLY TO EDUCATE THEM ABOUT CLIMATE CHANGE AND SECTOR-SPECIFIC MITIGATION ACTIONS.	•	•
4.4	DEVELOP STATEWIDE RECOGNITION PROGRAM(S) FOR COMMUNITY LEADERS AND ENTITIES.	•	•
4.5	ORGANIZE & HOST OUTREACH EVENTS THAT FOCUS ON LEADING BY EXAMPLE, SHARING HOW-TO, CO-BENEFITS, ILLUMINATING FINANCIAL RISKS AND OPPORTUNITIES, ETC.	•	•

	MEASURES & STRATEGIES	TASKS & EXAMPLES	NOTES & ELABORATIONS
4.6	IDENTIFY, ASSIST, AND LEVERAGE COMMUNITY-BASED ORGANIZATIONS WITH EXPERTISE OR INTEREST IN CLIMATE-RELATED ISSUES	<ul style="list-style-type: none"> <li>• FAITH COMMUNITY</li> <li>• SERVICE CLUBS; SPORTSMEN; RECREATIONAL/HOBBYIST GROUPS</li> <li>• METROPOLITAN PLANNING ORGANIZATIONS</li> <li>• ENVIRONMENTAL, SOCIAL, &amp; CIVIC ADVOCACY ORGANIZATIONS</li> </ul>	•
4.7	WORK WITH COMMUNITY-BASED ORGANIZATIONS TO IDENTIFY & BUILD UPON CLIMATE ISSUES RELATED TO THEIR CORE MISSION	<ul style="list-style-type: none"> <li>• PUBLIC HEALTH VS. NEW DISEASE VECTORS?</li> <li>• LOW-INCOME VS ADDITIONAL STRESSORS?</li> </ul>	•
4.8	SUPPORT AND FACILITATE OUTREACH AND EDUCATION WITHIN COMMUNITY-BASED ORGANIZATIONS REGARDING CLIMATE CHANGE ISSUES AND ACTIONS	<ul style="list-style-type: none"> <li>• PROVIDE CONTENT FOR WEBSITES, NEWSLETTERS, LIST SERVS?</li> <li>• COACH &amp; ASSIST COMMUNITY OUTREACH COORDINATORS?</li> </ul>	•
4.9	ENCOURAGE MUNICIPAL LEADERS TO JOIN ICLEI'S <sup>1</sup> CITIES FOR CLIMATE PROTECTION PROGRAM AND/OR THE MAYORS CLIMATE PROTECTION AGREEMENT <sup>2</sup>	•	•
5.	<b>TARGET AUDIENCE: GENERAL PUBLIC</b> INCREASE AWARENESS AND ENGAGE IN CLIMATE ACTIONS IN PERSONAL AND PROFESSIONAL LIVES.		
5.1	WORK WITH STATE BROADCASTERS AND PRINT MEDIA ASSOCIATIONS TO DEVELOP & RUN CLIMATE CHANGE ARTICLES AND PUBLIC SERVICE ANNOUNCEMENTS	•	•

<sup>1</sup> ICLEI is the International Council for Local Environmental Initiatives. See [www.iclei.org](http://www.iclei.org).

<sup>2</sup> See <http://www.ci.seattle.wa.us/mayor/climate/>.

	MEASURES & STRATEGIES	TASKS & EXAMPLES	NOTES & ELABORATIONS
5.2	KEEP A FOCUS ON CLIMATE CHANGE ISSUES AND ACTIONS THROUGH REGULAR PUBLIC COMMENTS BY GOVERNOR AND OTHER PUBLIC LEADERS	•	•
5.3	DEVELOP AND USE A STATE-BASED “BRAND” ON CLIMATE AWARENESS AND ACTION	•	•
5.4	DEVELOP & MAINTAIN A STATE CLIMATE CHANGE WEBSITE FOR THE PUBLIC; MAINTAIN A WEB-BASED CLEARINGHOUSE FOR CLIMATE CHANGE INFORMATION AND EDUCATION RESOURCES.	• LINK TO SCIENTIFIC DEVELOPMENTS, WHAT YOU CAN DO, HOW YOU CAN HELP, WHAT THE STATE IS DOING, ETC.	• POST ANNUAL PROGRESS REPORTS ON COMMITMENTS, PLAN IMPLEMENTATION, ETC.
5.5	WORK WITH EXISTING COMPANY OUTREACH EFFORTS TO CUSTOMERS (E.G., UTILITIES) TO ENHANCE AWARENESS OF CLIMATE CHANGE ISSUES & ACTIONS	• RETAIL ADVERTISING AND/OR “BILL STUFFERS” • ENVIRONMENTAL DISCLOSURE OF ELECTRICITY FUEL MIX/EMISSIONS; RECYCLED CONTENT, ETC. • PRODUCT MESSAGES (E.G., YOGURT LABELS)	•
5.6	DEVELOP AND PROVIDE CONCRETE INFORMATION ON CO-BENEFITS TO ENTITIES TO USE IN BOOSTING THEIR CLIMATE EFFORTS	•	•
5.7	UNDERTAKE A CONCERTED PLANNING EFFORT TO IDENTIFY AND ADDRESS CLIMATE ADAPTATION ISSUES & NEEDS IN THE STATE	• ADEQ LEAD? • MULTI-STAKEHOLDERS?	•